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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/731,572	12/05/2000	Daniel Schreiber	43426-00049	6837
30256	7590	07/08/2004	EXAMINER	
SQUIRE, SANDERS & DEMPSEY L.L.P. 600 HANSEN WAY PALO ALTO, CA 94304-1043			BACKER, FIRMIN	
		ART UNIT	PAPER NUMBER	
		3621		

DATE MAILED: 07/08/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

<b>Office Action Summary</b>	<b>Application No.</b>	<b>Applicant(s)</b>	
	09/731,572	SCHREIBER ET AL	
	<b>Examiner</b>	<b>Art Unit</b>	
	Firmin Backer	3621	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --  
**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) Responsive to communication(s) filed on 16 April 2004.  
 2a) This action is **FINAL**.      2b) This action is non-final.  
 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) Claim(s) 1-86 is/are pending in the application.  
 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.  
 5) Claim(s) \_\_\_\_\_ is/are allowed.  
 6) Claim(s) 1-86 is/are rejected.  
 7) Claim(s) \_\_\_\_\_ is/are objected to.  
 8) Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) The specification is objected to by the Examiner.  
 10) The drawing(s) filed on \_\_\_\_\_ is/are: a) accepted or b) objected to by the Examiner.  
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).  
 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. §§ 119 and 120**

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).  
 a) All b) Some \* c) None of:  
 1. Certified copies of the priority documents have been received.  
 2. Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.  
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

- 13) Acknowledgment is made of a claim for domestic priority under 35 U.S.C. § 119(e) (to a provisional application) since a specific reference was included in the first sentence of the specification or in an Application Data Sheet. 37 CFR 1.78.  
 a) The translation of the foreign language provisional application has been received.  
 14) Acknowledgment is made of a claim for domestic priority under 35 U.S.C. §§ 120 and/or 121 since a specific reference was included in the first sentence of the specification or in an Application Data Sheet. 37 CFR 1.78.

**Attachment(s)**

- |  |  |
|--|--|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)                    | 4) <input type="checkbox"/> Interview Summary (PTO-413) Paper No(s). _____ . |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)           | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152)  |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449) Paper No(s) _____ . | 6) <input type="checkbox"/> Other: _____ .                                   |

***Response to Amendment***

This is in response to an amendment file on April 9<sup>th</sup>, 2004. Claims 1-86 remain pending in the letter.

***Response to Arguments***

1. Applicant's arguments with respect to claims 1-86 have been considered but are moot in view of the new ground(s) of rejection.

***Claim Rejections - 35 USC § 103***

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

3. Claims 1-86 are rejected under 35 U.S.C. 103(a) as being unpatentable over Guedalia (U.S. Patent No. 6,121,970) in view of Aldred et al (U.S. Patent No. 6,209,036).

4. As per claims 1, 23, Guedalia teaches a method for protecting digital images distributed over a network, comprising the steps of: receiving a request from a client computer running a network browser, for an original layout page containing references to digital images therein; parsing the original layout page for the references to digital images, generating a modified layout

page from the original layout page by replacing at least one of the references to digital images in the original layout page with references. (*see column abstract, column 1 lines 19-30, 3 line 65-4 lines 41, 6 lines 4-36, claim 1*). Guedalia fails to teach an inventive concept of substitute data file prior to responding to the client computer request and sending the modified layout page to the client computer in response to the client computer request. However Aldred et al teach an inventive concept of substitute data file prior to responding to the client computer request and sending the modified layout page to the client computer in response to the client computer request (*see column 4 lines 66-5 lines 25*). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the inventive concept of Guedalia to include Aldred's inventive concept of substitute data file prior to responding to the client computer request and sending the modified layout page to the client computer in response to the client computer request because this would have improved management of and access to information, images and other material via the World Wide Web Internet service.

5. As per claims 2-4, 24-26, Guedalia teaches a method wherein the layout page is a hypertext markup language (HTML, XML, ASP) page (*see column 12 line 15-58*).

6. As per claims 5 and 27, Guedalia teaches a method of determining characteristics of the network browser used by the client computer to issue the request (*see column 12 line 15-58*).

7. As per claims 6 and 28, Guedalia teaches a method wherein the substitute data referenced in the modified layout page depends on the characteristics of the network browser used by the client computer (*see column 12 line 15-58*).
8. As per claims 7 and 29, Guedalia teaches a method of locating tags within the layout page indicating references to digital images; and identifying protection status of the digital images, based on information in a protection status database (*see column 15 lines 11-63*).
9. As per claims 8 and 30, Guedalia teaches a method of locating tags within the layout page delimiting protected parts of the layout page; extracting references to digital images within the protected parts of the layout page; and identifying protection status of the digital images, based on information in a protection status database (*see column 15 lines 11-63*).
10. As per claims 9-11, 31-33, Guedalia teaches a method wherein the substitute data is pre-defined text/image data (*see column 12 line 15-58*).
11. As per claims 12-14, 34-36, Guedalia teaches a method of deriving the substitute data from the digital images, is watermarked data derived from the digital images, is encrypted data derived from the digital images using an encryption algorithm (*see column abstract, column 1 lines 19-30, 3 line 65-4 lines 41, 6 lines 4-36, claim 1*).

12. As per claims 15, 37, Guedalia teaches a method wherein at least one of the references to digital images is a reference to an alias for a protected digital image (*see column abstract, column 1 lines 19-30, 3 line 65-4 lines 41, 6 lines 4-36, claim 1*).

13. As per claims 16-18, 38-40, Guedalia teaches a method of looking up a file name/address for the protected digital image, corresponding to the alias for the protected digital image resides on a remote computer (*see column 15 lines 11-63*).

14. As per claims 19, 41, Guedalia teaches a method of requesting protected digital image data from the remote computer, using the address for the remote computer and the file name for the protected digital image; and receiving protected digital image data from the remote computer (*see column 15 lines 11-63*).

15. As per claims 20-22, 42-44, Guedalia teaches a method of deriving the substitute data from the protected digital image data, is watermarked data derived from the protected digital image data, is encrypted data derived from the protected digital image data using an encryption algorithm (*see column abstract, column 1 lines 19-30, 3 line 65-4 lines 41, 6 lines 4-36, claim 1*).

16. As per claims 45 and 66, Guedalia teaches a method/system for protecting digital images distributed over a network, comprising the steps of: receiving a request from a client computer; submitting the request to a server computer; receiving an original layout page containing references to digital images therein from the server computer; parsing the original layout page

for the references to digital images; generating a modified layout page from the original layout page by replacing at least one of the references to digital images in the original layout page with references (*see column abstract, column 1 lines 19-30, 3 line 65-4 lines 41, 6 lines 4-36, claim 1*). Guedalia fails to teach an inventive concept of substitute data file prior to responding to the client computer request and sending the modified layout page to the client computer in response to the client computer request. However Aldred et al teach an inventive concept of substitute data file prior to responding to the client computer request and sending the modified layout page to the client computer in response to the client computer request (*see column 4 lines 66-5 lines 25*). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the inventive concept of Guedalia to include Aldred's inventive concept of substitute data file prior to responding to the client computer request and sending the modified layout page to the client computer in response to the client computer request because this would have improved management of and access to information, images and other material via the World Wide Web Internet service.

17. As per claims 46-51 and 67-72, Guedalia teaches a method/system of appending an identifier to the request; authenticating the request based on the identifier; and removing the identifier from the request, randomly generating the identifier, dynamically generating the original HTML, XML or ASP layout page (*see column 12 line 15-58*).

18. As per claims 52 and 73, Guedalia teaches a method/system of locating tags within the layout page indicating references to digital images; and identifying protection status of the digital images, based on information in a protection status database (*see column 15 lines 11-63*).
19. As per claims 53 and 74, Guedalia teaches a method/system of locating tags within the layout page delimiting protected parts of the layout page; extracting references to digital images within the protected parts of the layout page; and identifying protection status of the digital images, based on information in a protection status database (*see column 15 lines 11-63*).
20. As per claims 54-57 and 75-78, Guedalia teaches a method/system wherein the substitute data is pre-defined image/watermarked data derived from the digital images and is encrypted data derived from the digital images using an encryption algorithm (*see column 12 line 15-58*).
21. As per claims 58 and 79, Guedalia teaches a method/system wherein at least one of the references to digital images is a reference to an alias for a protected digital image (*see column 12 line 15-58*).
22. As per claims 59-61 and 80-82, Guedalia teaches a method/system of looking up a file name/address for the protected digital image, corresponding to the alias for the protected digital image resides on a remote computer (*see column 12 line 15-58*).

23. As per claims 62 and 83, Guedalia teaches a method/system of requesting protected digital image data from the remote computer, using the address for the remote computer and the file name for the protected digital image; and receiving protected digital image data from the remote computer (*see column 12 line 15-58*).

24. As per claims 63-65 and 84-86, Guedalia teaches a method/system wherein the substitute data is pre-defined image/watermarked data derived from the digital images and is encrypted data derived from the digital images using an encryption algorithm (*see column abstract, column 1 lines 19-30, 3 line 65-4 lines 41, 6 lines 4-36, claim 1*).

### ***Conclusion***

25. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

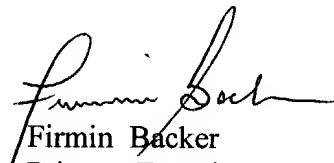
A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event,

however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Firmin Backer whose telephone number is (703) 305-0624. The examiner can normally be reached on Mon-Thu 9:00 AM - 5:00 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, James Trammell can be reached on (703) 305-9768. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).



Firmin Backer  
Primary Examiner  
Art Unit 3621

June 30, 2004